



City of Tempe

LIBRARY MARKETING SPECIALIST

JOB CLASSIFICATION INFORMATION

<i>Job Code:</i>	572	<i>FLSA Status:</i>	Non-Exempt
<i>Department:</i>	Community Services	<i>Salary / Hourly Minimum:</i>	\$24.762500
<i>Supervision Level:</i>	Non-Supervisor	<i>Salary / Hourly Maximum:</i>	\$33.429808
<i>Employee Group:</i>	NSU	<i>State Retirement Group:</i>	ASRS
<i>Status:</i>	Classified	<i>Market Group:</i>	Public Information Officer
<i>Drug Screen / Physical:</i>	N	<i>EEO4 Group:</i>	Paraprofessional

DISTINGUISHING CHARACTERISTICS

REPORTING RELATIONSHIPS

Receives general supervision from supervisory and/or management staff.

MINIMUM QUALIFICATIONS

<i>Experience:</i>	Two years of progressively responsible experience in the areas of graphic design and/or marketing, in the public sector; public library experience preferred. Experience in web design and management is highly desirable.
<i>Education:</i>	Equivalent to Bachelor's degree or from an accredited college or university with major course work in graphic design, marketing, public relations, communications, advertising, or a degree related to the core functions of this position.
<i>License / Certification:</i>	None

ESSENTIAL JOB FUNCTIONS

Essential job functions are the fundamental duties of a position: the things a person holding the job absolutely must be able to do.

To actively support and uphold the City's stated mission and values. To create and develop notices, posters, flyers and other marketing materials, creation and administration website content related to in-house programs and events and information for the Library Division.

OTHER DUTIES AS ASSIGNED

Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

- Perform job duties adequately and properly; follow personnel and department policies and operating procedures; show respect, tact, and courtesy in dealings with coworkers and the general public; behave in a manner that does not obstruct or hinder other employees from completing their duties; act in a manner that is safe and follow the City's safety procedures at all times.
- Design projects from concept to completion. Including the development of in-house library campaigns, printed and digital material, posters, newsletters, digital signage, web, social media and marketing.
- Library website liaison (point person) with communications department.
- Research and recommend software/hardware solutions.
- Use of desktop publishing systems and multiple software programs, to work from rough or electronic copy submission and preparing completed and approved materials for reproduction.
- Provide and develop communication channels to ensure smooth workflow.
- Liaison between internal stakeholders and agencies to ensure quality, on-time delivery.
- Coordinates product photography with in-house and contract photographers and assure city printed and digital materials meet graphic and publication standards.
- Work within established operating budgets and maintain daily tracking and analysis of benchmarking information.
- Create and maintain documentation for website, marketing materials and library events.
- Demonstrate superior customer service in a public library setting.
- Enter data or information to compile statistics and produce reports.
- Other related duties as assigned.
- Physically present to perform the duties of the position.

PHYSICAL DEMANDS *AND* WORK ENVIRONMENT

- Lift and move heavy objects (up to 50 lbs.) with dolly;
- Climb stairways, ladders, and work on elevated structures;
- Traverse uneven surfaces;
- Traverse long distances during workday with or without an accommodation;
- Work in a stationary position for considerable periods of time;
- Operates computers, calculators and other office machines;
- Extensive reading and close vision work;
- May work alone for extended periods of time;
- Other physical attributes essential to the classification.

COMPETENCIES

<i>CLASSIFICATION LEVEL</i>	<i>INCLUDES</i>	<i>COMPETENCIES</i>
Foundational	All Employees	Inclusion, Communication, Interpersonal Skills, Integrity, Professionalism, and Willingness to Learn
Non-Supervisory	In Addition >	Teamwork, Customer Service, Initiative, and Dependability / Reliability
Supervisory	In Addition >	Staffing, Monitoring Work, Delegating, Development / Mentoring, and Support Others
Manager	In Addition >	Preparing / Evaluating Budgets, Monitoring / Controlling Resources, and Motivating / Inspiring
Deputy Director	In Addition >	Entrepreneurship and Networking
Director	In Addition >	Organizational Vision
<i>For more information about the City of Tempe's competencies for all classifications:</i> City of Tempe, AZ : Competencies		

JOB DESCRIPTION HISTORY

Effective March 2019